

Testimonials from members;

“I want to maximise the bookings for my self-catering property. Why wouldn't I want to be on the main destination site which promotes the whole area and all there is to see and do. It is a strong regional website for the area.”

Susan Reed – Sealladh An Loch



“I took advantage of the opportunity to undertake the World Host Tourism Customer training programme. This course has helped with the on-going training of our staff to provide excellent customer service.”

Mrs Sinclair – Cawdor Tavern

“Sponsorship of the ETAPE and the facilitation of Knit Fest demonstrates that the Tourism BID is investing in events that have real economic impact and help lengthen the season.”

Eleanor Watt – Castle View Guest House



“The Tourism BID's commitment to growing the value of Business Tourism in the area is very much to be welcomed and for the first time will allow us to compete more effectively with other destinations in Scotland.”

Joyce Arkbuckle – Kingsmills Hotel

“Through the development of the Tourism BID we have a dedicated person focused on bringing more conferences and events to the area. It's a highly lucrative area and now we are more able to get our share of the market.”

Gillian Lacey-Solymar – Achnagairn Castle Hotel

Testimonials from members;

“You can only market a destination successfully for so long without making improvements to the tourism infrastructure. We fully support the Tourism BID's commitment to infrastructure projects such as completion of the South Loch Ness Trail. It is essential to the longterm success of the destination.”

Freda Newton, Loch Ness by Jacobite

Visit Inverness Loch Ness

Visit Inverness Loch Ness is the first Tourism Business Improvement District in the UK. Established in March 2014, the organisation has over 450 members from all the key tourism sectors and works collaboratively with public sector partners.

The aim is to build a more sustainable tourism destination, one which can compete more effectively with similar sized destinations elsewhere in the UK and overseas.

The Tourism BID is managed by a team of four, responsible to a board of directors drawn from key tourism sectors located throughout the area.

For more information go to
<http://www.visitinvernesslochness.com/trade>

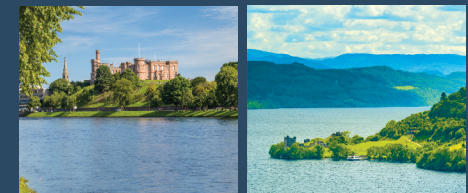


If you would like to discuss any aspect of the Tourism BID please
email: admin@visitin.com or call: 01463 219 219

Visit Inverness Loch Ness, c/o Forestry Commission,
Tower Road, Smithton, Inverness IV2 7NL.

**INVERNESS AND LOCH NESS
TOURISM BID**

**PROGRESS UPDATE
2014 – 2016**



visit **Inverness**
loch ness

www.visitinvernesslochness.com

Objective 1 - The Marketing and Promotion of Inverness and Loch Ness as one destination

Branding of Inverness and Loch Ness as one destination and the creation of new portal website

New branding for Visit Inverness Loch Ness was launched in 2015 and is available for use by all Tourism BID members

Website launched March 2015

Production of promotional video for Inverness and Loch Ness

Completed Spring 2016

Social Media development, maximising use of all appropriate channels on daily basis

Contractor appointed Summer 2015 to develop social media capabilities

Facebook 'Likes' presently over 31,000

Work in partnership with VisitScotland to maximise benefit from regional/national events

Stand at premier tourism industry trade show, VisitScotland EXPO 2015 and 2016

Content and image sharing for web and promotional activities

"What's On" in Inverness and Loch Ness

Events calendar on www.visitinvernesslochness.com completed in partnership with 'What's On Highlands' autumn 2015

Annual production and distribution of 100,000 "See and Do" maps in 2015 and reprinted in 2016

UK consumer marketing campaign in partnership with Inverness Airport

Spring 2015 marketing campaign to promote area to the Irish market in partnership with VisitScotland, Flybe and Inverness Airport

Photographic Library

Ongoing development of high quality stock images for use by members

Working in partnership with VisitBritain (VB) and VisitScotland (VS) to maximise the benefit of a £2million marketing fund for the area.

Four year international marketing campaign led by VB in partnership with VS focusing on activity in France, Germany and the Netherlands. The primary aim is to attract more visitors in the shoulder and winter months. Activities to date;

- Translation of the website into French completed March 2016
Germany translation to be complete by July 2016
- Attendance at International Travel Trade events including Destination Britain, America 2015, ITB Berlin and Explore GB in 2016
- Creative advertising campaign – launched March 2016
- International Media Guide – completed January 2016
- Facilitating groups of bloggers/influencers and media from France, Netherlands and the USA, November 2015 – March 2016
- The Social Travel Summit 'Bloggers Conference' to take place in Inverness in September 2016

Objective 2 - To attract more conferences and business tourism to the area all year round

Recruit a person to market, promote and attract conferences and business tourism to Inverness and Loch Ness

Experienced Business Tourism Manager appointed November 2014

Develop a client database

Continually developing and updating a database to target meetings and incentives market. Fast developing a one stop shop for potential meetings, incentives and events to Inverness and Loch Ness

Dedicated section on the website for Business Tourism with information aimed at the business tourist – completed March 2015

New on-line and hard copy of a Business Tourism Directory produced to assist potential buyers both nationally and internationally, completed March 2016

Working in partnership with VS and other key stakeholders to ensure a dedicated Inverness presence at national/international events to promote area for conference and business tourism

Presence of Tourism BID at key international trade events worldwide in 2015: IMEX Frankfurt, IMEX America, M&I (Meetings & Incentives) Forum Edinburgh and ibtm world – Barcelona. To attend same in 2016

Host familiarisation visits to promote the area to potential client groups

Leading role in two M&I Forum Familiarisation trips summer 2015. Four MICE (Meetings, Incentives, Conferences and Exhibitions) Fam trip visits co-ordinated to date

Objective 3 - To support existing and new sustainable events and festivals

Work with partners to support and expand the range of sustainable cultural, music and sporting events in the area

In collaboration with the Loch Ness Etape 2015 provided content to encourage more cyclists to visit pre and post the event. Support sponsor of the Etape 2016

Working with key partners in facilitation of major new event, International Inverness and Loch Ness Knit Fest, September 2016

Work with partners to promote events to as wide an audience as possible

On-going work with key partners including Highland Council, VisitScotland, Visit Britain and other public agencies

Objective 4 – Helping to grow businesses through Business Development initiatives

Provide the opportunity for businesses to participate in the world-renowned World Host Training Programme – Principals of Customer Service

To date 58 businesses and 230 people have completed the course and the Inverness Loch Ness area is on schedule to achieve World Host destination status by autumn 2016

Organising a minimum of four networking opportunities per year at different venues throughout the Tourism BID area

To date 7 networking events have been attended by 275 member business owners and staff

Providing opportunities to participate in workshops and seminars

Working in partnership with Highland Council & Highland and Islands Enterprise provided the opportunity for member personnel to attend 11 workshops/seminars. 151 attendees at events to date

Objective 5 – Work with partners to improve the tourism infrastructure

To improve the key viewing points around Loch Ness in partnership with Forestry Commission Scotland

Improvements made to access and visibility at 2 lay-bys on the south side of the Loch in 2015. 2 more lay-bys upgraded Spring 2016

To improve the visibility of Loch Ness on the north side

On-going discussion and planning with key stakeholders

Completion of the South Loch Ness Trail between Fort Augustus and Loch Tarff thus creating a circular trail around Loch Ness

Major funding application pending for construction of trail between works entrance to Glendoe Hydro scheme and Loch Tarff

Objective 6 – A strong voice for Inverness and Loch Ness

Support for the issues that matter to local tourism businesses including:

- Cutting tourism VAT
- Improvements in local broadband coverage
- The Inverness Castle Project
- Facilitating improvements in the digital skills and abilities of tourism businesses
- Inverness City Artworks Project